



FOR IMMEDIATE RELEASE

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SRMSDC RE-COMMITS TO CIRCULARITY AND SUSTAINABILITY

NEW ORLEANS—In the spirit of Earth Day 2024, the Southern Region Minority Development Council (SRMSDC) announces the continuation of its Centennial Trees for Tomorrow campaign. The campaign began last year in celebration of SRMSDC's 50th anniversary when SRMSDC pledged to plant 1,000 trees over the next ten years as a symbol of its dedication to circularity. The trees were planted last year in Mississippi, and future plantings are planned.

“As the President of SRMSDC, the idea of circularity has deeply energized me, fueling innovation and engagement,” said Alvin-o Williams. “At SRMSDC, we are driven by a higher purpose, with our socioeconomic and environmental efforts significantly contributing to the longevity and success of our community, both directly and indirectly. Why not join us in our mission to mitigate the effects of climate change?” Last year's campaign kickoff blog is below and can be found at <https://www.srmsdc.org/blog>.

SRMSDC and our Centennial Trees for Tomorrow Drive

We know our stakeholders care about reducing their carbon footprint as much as we do. In the spirit of our 50th anniversary, we have launched a **Centennial Trees for Tomorrow** drive. Starting the year of our 50th Anniversary, we aren't just taking time to celebrate our first 50 years; we are planting seeds for the next 50 years. We aim to plant over 1,000 trees in the next ten years, starting in 2023.

Why 1,000 trees? Because every 1,000 tree seedlings planted helps restore four acres of forest and create critical wildlife habitat – [the Green Benefits of Planting Memorial Trees](#). Trees clean our air, absorbing harmful carbon dioxide and producing oxygen. They help to clean water for the millions of Americans who depend on a forest every time they turn on their faucets. Healthy forests sustain critical habitats for wildlife and enhance our outdoor pursuits.

A circular-driven culture

As the President of SRMSDC, I've been incredibly energized by the concept of circularity, which inspires innovation and engagement. A higher purpose drives

everyone here at SRMSDC, and our socioeconomic and environmental impact plays a big role in our community's longevity and success, directly and indirectly. Why not help us continue to help reduce the impacts of further climate change?

Join us to help reduce further climate change.

For Earth Day 2023, we are asking our stakeholders to join us in helping spread the word about circularity and supplier equity by helping reduce climate change by planting 1,000 new trees. So, in honor of our regional community, we support [One Tree Planted](#) to plant 100 new trees in 2023, with a total of 1,000 new trees by 2033.

The first set of trees will be planted in the Mississippi River Basin as part of Mississippi's bottomland hardwood tree restoration program. The remaining trees will be planted in communities, state forests, and nature preserves across Alabama, Arkansas, Louisiana, and Mississippi that have been impacted by natural disasters such as hurricanes, floods, and tornadoes.

From April 22 – December 22, 2023, if you would like to join us in planting a minimum of ten new trees, please get in touch with Jeanine Chambers at jchambers@srmsdc.org for more information. We will make the next 50 years more sustainably equitable for us all.

For over 50 years, the Southern Region Minority Supplier Development Council (SRMSDC) has provided thought leadership and results-driven counsel to ethnic minority suppliers and large buying organizations in Alabama, Arkansas, Louisiana, and Mississippi. As we look toward a more equitable and inclusive future, we focus on being more intentional with all our stakeholders to encourage a more sustainable and circular ecosystem for all.

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